



**WSOC-TV**

WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

Smart Media Group  
814 King Street  
Suite 400  
Alexandria, VA 22314

## Contract # 321038

<b>Schedule Dates</b>	10/01/12-10/27/12	<b>Date Entered</b>	07/06/12
<b>Advertiser</b>	Pol/P McCrory/R/Gov/NC (16611)	<b>Last Modified</b>	10/24/12
<b>Agency</b>	Smart Media Group (1343)	<b>Entered By</b>	Jill Hipskind
<b>Product</b>	Political - State Candidate (1071)	<b>CO-OP</b>	No
<b>Brand</b>	CO1C07 FOR GOV (132441)	<b>Headline #</b>	06221194
<b>Salesperson</b>	Telerep/Philadelphia, Philadelphia (1057)	<b>Demo</b>	
<b>Sales Office</b>	Telerep/Philadelphia	<b>Order Type</b>	Normal
<b>Buyer Name</b>	HANLEN,LINDSAY	<b>Package Deal</b>	
<b>Phone/Fax</b>	/	<b>Commission %</b>	15.00
		<b>Commission</b>	\$7,641.00
<b>CPE</b>	MCCRO/ORDR/CO1C07	<b>Net Total</b>	\$43,299.00
<b>Account Types</b>	National/Political	<b>Sales Tax</b>	

**Billing Type** Standard  
**Comments** MCCRORY FOR GOVERNOR  
MCCRORY FOR NC GOVERNOR

<b>Charlotte (WSOC)</b>	<b>Spots</b>	<b>Rate</b>
By Broadcast Month		
Oct. 2012	59	\$50,940.00
<b>Grand Total:</b>	<b>59</b>	<b>\$50,940.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
4.3	Normal Line / Spot	10/05/12-10/05/12	5	:30	1P- 2P (EST)						1			1	\$375.00	\$375.00	Charlotte (WSOC)	chew	8/22/12
5.1	Normal Line / Spot	10/05/12-10/05/12	5	:30	12P- 1P (EST)						1			1	\$375.00	\$375.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12
6.3	Normal Line / Spot	10/05/12-10/05/12	5	:30	4P- 5P (EST)						1			1	\$825.00	\$825.00	Charlotte (WSOC)	DR OZ	9/28/12
7.2	Normal Line / Spot	10/05/12-10/05/12	5	:30	5P- 5:30P (EST)						1			1	\$850.00	\$850.00	Charlotte (WSOC)	EYEWITNEES NEWS	9/28/12
8.2	Normal Line / Spot	10/05/12-10/05/12	5	:30	5:30A- 6A (EST)						1			1	\$425.00	\$425.00	Charlotte (WSOC)	NEWS DAYBREAK	9/28/12
10.2	Normal Line / Spot	10/05/12-10/05/12	5	:30	6P- 6:30P (EST)						1			1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	6P NEWS	9/28/12
11.1	Normal Line / Spot	10/05/12-10/05/12	5	:30	7A- 7A (EST)						1			1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	9/28/12
12.2	Normal Line / Spot	10/05/12-10/05/12	5	:30	7A- 8A (EST)						1			1	\$775.00	\$775.00	Charlotte (WSOC)	GMA	9/28/12
13.2	Normal Line / Spot	10/05/12-10/05/12	5	:30	9A- 10A (EST)						1			1	\$375.00	\$375.00	Charlotte (WSOC)	LIVE WITH KELLY	9/28/12
15.2	Normal Line / Spot	10/01/12-10/01/12	5	:30	10A- 11A (EST)							1		1	\$375.00	\$375.00	Charlotte (WSOC)	DR PHIL	9/28/12
16.2	Normal Line / Spot	10/01/12-10/01/12	4	:30	11P- 11:35P (EST)									1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12
17.3	Normal Line / Spot	10/01/12-10/01/12	4	:30	11:35P- 12:05A (EST)									1	\$700.00	\$700.00	Charlotte (WSOC)	NIGHTLINE	9/28/12
18.2	Normal Line / Spot	10/01/12-10/01/12	5	:30	12P- 1P (EST)									1	\$375.00	\$375.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12
19.3	Normal Line / Spot	10/01/12-10/01/12	5	:30	4P- 5P (EST)									1	\$825.00	\$825.00	Charlotte (WSOC)	DR OZ	9/28/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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<b>Product</b>	Political - State Candidate (1071)	<b>CO-OP</b>	No
<b>Brand</b>	COIC07 FOR GOV (132441)	<b>Headline #</b>	06221194
<b>Salesperson</b>	Telerep/Philadelphia, Philadelphia (1057)	<b>Demo</b>	
<b>Sales Office</b>	Telerep/Philadelphia	<b>Order Type</b>	Normal
<b>Buyer Name</b>	HANLEN,LINDSAY	<b>Package Deal</b>	
<b>Phone/Fax</b>	/	<b>Commission %</b>	15.00
<b>GPE</b>	MCCRO/ORDR/C01C07	<b>Commission</b>	\$7,641.00
<b>Account Types</b>	National/Political	<b>Net Total</b>	\$43,299.00
<b>Billing Type</b>	Standard	<b>Sales Tax</b>	

**Comments**  
MCCRO/ORDR FOR GOVERNOR  
MCCRO/RY FOR NC GOVERNOR

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Oct. 2012	59	\$50,940.00
<b>Grand Total:</b>	<b>59</b>	<b>\$50,940.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
21.2	Normal Line / Spot	10/01/12-10/01/12	5	:30	5:30A- 6A (EST)	1	1							1	\$425.00	\$425.00	Charlotte (WSOC)	NEWS DAYBREAK	9/28/12
22.1	Normal Line / Spot	10/01/12-10/01/12	5	:30	5:30P- 6P (EST)	1	1							1	\$875.00	\$875.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12
23.2	Normal Line / Spot	10/01/12-10/01/12	5	:30	6P- 6:30P (EST)	1	1							1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	6P NEWS	9/28/12
24.1	Normal Line / Spot	10/01/12-10/01/12	5	:30	6A- 7A (EST)	1	1							1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	9/28/12
25.2	Normal Line / Spot	10/01/12-10/01/12	5	:30	7A- 8A (EST)	1	1							1	\$775.00	\$775.00	Charlotte (WSOC)	GMA	9/28/12
26.1	Normal Line / Spot	10/01/12-10/01/12	5	:30	8P- 10P (EST)	1	1							1	\$6,000.00	\$6,000.00	Charlotte (WSOC)	DWTS	9/28/12
28.2	Normal Line / Spot	10/06/12-10/06/12	4	:30	11:30P- 12:05A (EST)	1						1		1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12
29.2	Normal Line / Spot	10/06/12-10/06/12	5	:30	12P- 12:30P (EST)	1						1		1	\$275.00	\$275.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12
30.2	Normal Line / Spot	10/06/12-10/06/12	5	:30	7A- 8A (EST)	1						1		1	\$325.00	\$325.00	Charlotte (WSOC)	EYEWITNESS NEWS 7A	9/28/12
32.2	Normal Line / Spot	10/06/12-10/06/12	5	:30	8A- 9A (EST)	1						1		1	\$475.00	\$475.00	Charlotte (WSOC)	GMA SATURDAY	9/28/12
34.2	Normal Line / Spot	10/07/12-10/07/12	5	:30	12P- 12:30P (EST)	1						1		1	\$275.00	\$275.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12
35.2	Normal Line / Spot	10/07/12-10/07/12	5	:30	6P- 6:30P (EST)	1						1		1	\$1,000.00	\$1,000.00	Charlotte (WSOC)	6P NEWS SUNDAY	9/28/12
37.2	Normal Line / Spot	10/07/12-10/07/12	5	:30	7A- 8A (EST)	1						1		1	\$300.00	\$300.00	Charlotte (WSOC)	EYEWITNESS NEWS 7A	9/28/12
38.2	Normal Line / Spot	10/07/12-10/07/12	5	:30	8A- 9A (EST)	1						1		1	\$500.00	\$500.00	Charlotte (WSOC)	GMA SUNDAY	9/28/12

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Schedule Dates	10/01/12-10/27/12	Date Entered	07/06/12
Advertiser	Pol/P McCrory/R/Gov/NC (16611)	Last Modified	10/24/12
Agency	Smart Media Group (1343)	Entered By	Jill Hipskind
Product	Political - State Candidate (1071)	CO-OP	No
Brand	C01C07 FOR GOV (132441)	Headline #	06221194
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	
Sales Office	Telerep/Philadelphia	Order Type	Normal
Buyer Name	HANLEN,LINDSAY	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	MECRO/ORDR/C01C07	Commission	\$7,641.00
Account Types	National/Political	Net Total	\$43,299.00
Billing Type	Standard	Sales Tax	
Comments	MECRO/ORDR FOR GOVERNOR MECRO/ORDR FOR NC GOVERNOR		

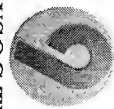
Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Oct. 2012	59	\$50,940.00
Grand Total:	59	\$50,940.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
40.2	Normal Line / Spot	10/04/12-10/04/12	4	:30	11P- 11:35P (EST)					1				1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12
41.2	Normal Line / Spot	10/04/12-10/04/12	4	:30	11:35P- 12:05A (EST)					1				1	\$700.00	\$700.00	Charlotte (WSOC)	NIGHTLINE	9/28/12
42.1	Normal Line / Spot	10/04/12-10/04/12	3	:30	12P- 1P (EST)					1				1	\$675.00	\$675.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12
43.2	Normal Line / Spot	10/04/12-10/04/12	5	:30	4P- 5P (EST)					1				1	\$825.00	\$825.00	Charlotte (WSOC)	DR OZ	9/28/12
44.2	Normal Line / Spot	10/04/12-10/04/12	5	:30	5P- 5:30P (EST)					1				1	\$850.00	\$850.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12
45.2	Normal Line / Spot	10/04/12-10/04/12	5	:30	5:30A- 6A (EST)					1				1	\$425.00	\$425.00	Charlotte (WSOC)	NEWS DAYBREAK	9/28/12
47.2	Normal Line / Spot	10/04/12-10/04/12	5	:30	6P- 6:30P (EST)					1				1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	6P NEWS	9/28/12
49.2	Normal Line / Spot	10/04/12-10/04/12	5	:30	7A- 8A (EST)					1				1	\$775.00	\$775.00	Charlotte (WSOC)	GMA	9/28/12
52.1	Normal Line / Spot	10/02/12-10/02/12	4	:30	11P- 11:35P (EST)					1				1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12
53.2	Normal Line / Spot	10/02/12-10/02/12	4	:30	11:35P- 12:05A (EST)					1				1	\$700.00	\$700.00	Charlotte (WSOC)	NIGHTLINE	9/28/12
55.2	Normal Line / Spot	10/02/12-10/02/12	5	:30	4P- 5P (EST)					1				1	\$825.00	\$825.00	Charlotte (WSOC)	DR OZ	9/28/12
56.2	Normal Line / Spot	10/02/12-10/02/12	5	:30	5P- 5:30P (EST)					1				1	\$850.00	\$850.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12
57.2	Normal Line / Spot	10/02/12-10/02/12	5	:30	5:30A- 6A (EST)					1				1	\$425.00	\$425.00	Charlotte (WSOC)	NEWS DAYBREAK	9/28/12
58.1	Normal Line / Spot	10/02/12-10/02/12	5	:30	5:30P- 6P (EST)					1				1	\$875.00	\$875.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12

**CONFIRMATION CONTRACT**

Accepted Agency/Advertiser:	Date:	Accepted Station:	Date:	Comments:
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<b>Agency</b>	Smart Media Group (1343)	<b>Entered By</b>	Jill Hipskind
<b>Product</b>	Political - State Candidate (1071)	<b>CO-OP</b>	No
<b>Brand</b>	COIC07 FOR GOV (132441)	<b>Headline #</b>	06221194
<b>Salesperson</b>	Telerep/Philadelphia, Philadelphia (1057)	<b>Demo</b>	
<b>Sales Office</b>	Telerep/Philadelphia	<b>Order Type</b>	Normal
<b>Buyer Name</b>	HANLEN,LINDSAY	<b>Package Deal</b>	
<b>Phone/Fax</b>	/	<b>Commission %</b>	15.00
<b>REP</b>	MCCRO/ORDR/C01C07	<b>Commission</b>	\$7,641.00
<b>Account Types</b>	National/Political	<b>Net Total</b>	\$43,299.00
<b>Billing Type</b>	Standard	<b>Sales Tax</b>	

**Comments**  
MCCRO/ORDR FOR GOVERNOR  
MCCRO/ORDR FOR NC GOVERNOR

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Oct. 2012	59	\$50,940.00
<b>Grand Total:</b>	<b>59</b>	<b>\$50,940.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
60.1	Normal Line / Spot	10/02/12-10/02/12	5	:30	6A-7A (EST)			2						2	\$850.00	\$1,700.00	Charlotte (WSOC)	NEWS DAYBREAK	9/28/12
62.2	Normal Line / Spot	10/02/12-10/02/12	5	:30	9A-10A (EST)			1						1	\$375.00	\$375.00	Charlotte (WSOC)	LIVE WITH KELLY	9/28/12
64.2	Normal Line / Spot	10/03/12-10/03/12	5	:30	10A-11A (EST)			1						1	\$375.00	\$375.00	Charlotte (WSOC)	DR PHIL	9/28/12
65.2	Normal Line / Spot	10/03/12-10/03/12	4	:30	11P-11:35P (EST)			1						1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12
66.2	Normal Line / Spot	10/03/12-10/03/12	4	:30	11:35P-12:05A (EST)			1						1	\$700.00	\$700.00	Charlotte (WSOC)	NIGHTLINE	9/28/12
68.3	Normal Line / Spot	10/03/12-10/03/12	5	:30	4P-5P (EST)			2						2	\$825.00	\$1,650.00	Charlotte (WSOC)	DR OZ	9/28/12
70.2	Normal Line / Spot	10/03/12-10/03/12	5	:30	5:30A-6A (EST)			1						1	\$425.00	\$425.00	Charlotte (WSOC)	NEWS DAYBREAK	9/28/12
71.1	Normal Line / Spot	10/03/12-10/03/12	5	:30	5:30P-6P (EST)			1						1	\$875.00	\$875.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12
73.1	Normal Line / Spot	10/03/12-10/03/12	5	:30	6A-7A (EST)			1						1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	9/28/12
75.2	Normal Line / Spot	10/03/12-10/03/12	5	:30	9A-10A (EST)			1						1	\$375.00	\$375.00	Charlotte (WSOC)	LIVE WITH KELLY	9/28/12
76.0	Normal Line / Spot	10/02/12-10/02/12	5	:30	6P-6:30P (EST)			1						1	\$1,100.00	\$1,100.00	Charlotte (WSOC)		9/28/12
77.0	M/G For 62.2.1 / Spot	10/07/12-10/07/12	4	:30	6A-7A (EST)								X	1	\$375.00	\$375.00	Charlotte (WSOC)		10/4/12
78.0	Normal Line / Spot	10/21/12-10/21/12	5	:30	7P-8P (EST)			1					X	1	\$2,500.00	\$2,500.00	Charlotte (WSOC)		10/19/12
79.0	Normal Line / Spot	10/20/12-10/20/12	5	:30	8P-11:30P (EST)			1					X	1	\$2,500.00	\$2,500.00	Charlotte (WSOC)		10/19/12

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Agency	Smart Media Group (1343)	Entered By	Jill Hipskind
Product	Political - State Candidate (1071)	CO-OP	No
Brand	COIC07 FOR GOV (132441)	Headline #	06221194
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	
Sales Office	Telerep/Philadelphia	Order Type	Normal
Buyer Name	HANLEN,LINDSAY	Package Deal	
Phone/Fax	/	Commission %	15.00
		Commission	\$7,641.00
		Net Total	\$43,299.00
		Sales Tax	

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By Broadcast Month	Spots	Rate
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Comments: MCCROY FOR GOVERNOR  
MCCROY FOR NC GOVERNOR

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
80.0	Normal Line / Spot	10/20/12-10/20/12	4	:30	11:30P- EYEWITNESS NEWS 11P M-SU	1						X		1	\$1,100.00	\$1,100.00	Charlotte (WSOC)		10/19/12
81.0	Normal Line / Spot	10/21/12-10/21/12	6	:30	12:30P- 1P (EST)	1							X	1	\$90.00	\$90.00	Charlotte (WSOC)		10/19/12
82.0	M/G For 79.0.1 / Spot	10/27/12-10/27/12	5	:30	8P- 11:30P (EST)	1						X		1	\$2,500.00	\$2,500.00	Charlotte (WSOC)		10/24/12

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